LET THE CLASSIFIEDS WORK FOR YOU!

Cat Has Five Ears

LONDON (U.P.)—A cat that has five ears is owned by Mrs. Selwyn Oxley, of Ealing. The cat has a group of three ears on one side of her head and two on the other side.

Flying Funerals Held

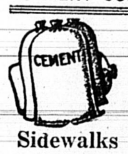
SYDNEY (U.P.)—Regular monthly plane service to scatter over the ocean the ashes of cremated persons has been established by a Sydney undertaker.

BUSINESS DIRECTORY

AUTO WRECKERS

USED AUTO Parts . . Tires and Accessories
Cars and Wrecks Bought In Any Condition!
Torrance Auto Wreckers
1001 Torrance Blvd. Ph. 336

CEMENT CONTRACTOR



Cement Work OF ALL KINDS
Sidewalks - Paving
Foundations
No job too large—none too small to receive our prompt and careful attention.
ALL WORK GUARANTEED. Estimates Gladly Given.
M & M Trucking & Cement Co.
1617 Border Ave. Ph. 524-J

RADIO REPAIR

EXPERT RADIO REPAIRING
PHONE 375-J
TORRANCE RADIO SERVICE
1504 Cedar Avenue
or at 1273 Sartori Avenue

CALL 444 FOR AD SERVICE

MOVING & STORAGE

M & M Trucking & Cement Co.
Trucks of All Sizes to Haul . . .
• Anything
• Anywhere
• Anytime
Also Storage and Packing Loads Insured
1617 BORDER Ph. 524-J

TYPEWRITER REPAIR

Ace Typewriter Service Co.
Agency At Fixit Shop - Ph. 382-J
NEW and USED PORTABLES and STANDARDS
REPAIRS - RENTALS
1 Mo. $2.50—3 Mo. $5
RIBBONS and SUPPLIES

INSURANCE

Howard G. Locke
DEPENDABLE
INSURANCE
FIRE - - AUTO
1405 Marcelina Ph. 135-M

Radio Audience Survey Shows 25% Coverage of Total Receiving Sets

—C.N.P.A., Inc. Service—

Only 25 percent of all radio receiving sets are in operation at any given time, and even at peak periods listener-reception never rises above 50 percent of the number of radios in a given area, a survey of the Los Angeles radio audience revealed recently.

Manufacturers, industrialists, and advertising men were quick to attach paramount importance to the survey, made in an area which, according to radio executives, is the only one in the world where the audience-reaction and number of listeners is automatically recorded.

The survey system used in the Los Angeles area involves 29,000 direct telephone interviews concentrated in the market for a period of one week each month. Calls are put thru every 15 minutes for 13 hours each day, the cost of the survey being borne by individual radio stations and national networks.

Saturday Poorest Day

To secure 29,000 actual interviews, the surveyors found it necessary to make 68,000 telephone calls. Starting at 8:15 a. m. and ending 10 p. m., the survey shows the total number of listeners for the day, the number of listeners to any station during a definite period, and the number of listeners for each 15 minute period over the entire area.

When compared to the number of receiving sets in the section, the survey revealed that the average of sets in operation during the entire week was but 25 percent of the total. In a typical week, those conducting the study of the market found that peak reception came at 9 p. m. Sunday, when approximately 50 percent of all receiving sets were turned on. The average for the day, however, was given as but 22 percent of the total.

Poorest day for listeners to programs was given as Saturday, when a high of 30 percent was recorded at 8 p. m. with the average being only 15 percent of the potential number of sets in the area. Peak reception was recorded between 8 and 9 p. m. on each day of the survey.

With these facts before them a re-adjustment of concepts regarding radio began throughout the advertising field. Executives pointed out that obviously it was impossible for everyone to secure time at the peak periods and that the low number of radio recording reception at most of the other times of the day did not warrant huge talent, time, and program cost, they also pointed out that other media in the advertising field now that proper and conclusive figures on radio coverage have been made available, can tell their story more than adequately.

Double Penalty Not Required of Employers

California employers failing to make returns on 1936 contributions to the unemployment trust fund were informed this week by Carl L. Hyde, executive officer of the state department of unemployment, they will not be forced to make double contributions. Deadline for the return was April 1, 1937.

Hyde recently received word from Washington that the federal Revenue Act of 1938 contained such a provision. Interest penalties will be charged employers failing to make the contribution, but it will be much less than the double penalty originally enforced.

Robber Turns Salesman, That's His Downfall

CLEVELAND (U.P.)—A burglar, finding no money in the Birnbaum Coal company office, turned salesman and did a good business until police interrupted his activities.

He sold a bushel of coal to each of six customers. They paid 25 cents a bushel. Three more customers were loading their baskets when two policemen happened in.

"I don't work here. I'm just leaving," the burglar said, preparing to make a hasty exit. The policemen prevented the departure of the pseudo salesman.

New Position

Dr. F. A. Gilfillan, widely known Western scientist, who has been appointed new dean of the science department at Oregon State College.

Legal Advertisement

NOTICE TO CREDITORS
No. 176666

Estate of PHOEBE E. THOMPSON, deceased. Notice is hereby given by the undersigned Executor of the Last Will and Testament of Phoebe E. Thompson, deceased, to the Creditors of, and all persons having claims against the said deceased, to present them with the necessary vouchers, within six months after the first publication of this notice, to the said Executor at the office of Albert Isen, his attorney, 1607 Cabrillo avenue, City of Torrance, County of Los Angeles, State of California, which said office the undersigned selects as a place of business in all matters connected with said estate, or to file them with the necessary vouchers, within six months after the first publication of this notice, in the office of the Clerk of the Superior Court of the State of California, in and for the County of Los Angeles.

Dated June 2, 1938.
RAYMOND E. THOMPSON,
Executor of the Last Will and Testament of said Deceased.
ALBERT ISEN, Attorney,
1607 Cabrillo Avenue,
Torrance California.
June 9-16-23-30

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

June 18, 1938

TO WHOM IT MAY CONCERN:

Notice is hereby given that fifteen days after the above date, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

22630 So. Normandie, Torrance.

Pursuant to such intention, the undersigned is applying to the State Board of Equalization for issuance of an alcoholic beverage license (or licenses) for these premises as follows:

On Sale Beer and Wine.

Anyone desiring to protest the issuance of such license (s) may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law.

EDWIN C. MODIE
June 23

NOTICE OF TRUSTEE'S SALE
T. O. No. 38-3029

On Tuesday, July 19th, 1938, at 11:00 A. M., TITLE INSURANCE AND TRUST COMPANY, as Trustee under and pursuant to Deed of Trust dated **October 3rd, 1933,** executed by **ALFONSO CARLUCCI AND LUCIA CARLUCCI, husband and wife,** and recorded **November 14, 1933,** in Book **12527,** Page **13,** of Official Records in the office of the Recorder of **Los Angeles** County, California, will sell at public auction to highest bidder for cash (payable at time of sale in lawful money of the United States) in the lobby of the main entrance of Title Insurance Building, 433 South Spring Street, Los Angeles, California, all right, title, and interest conveyed to and now held by it under said Deed in the property situate in the said County and State, described as:

Lots 16 and 17 in Block "A" of Tract No. 7506, Sheets 1, 2, and 3 as per map recorded in Book 90, pages 31, 32 and 33 of Maps, in the office of the County Recorder of said Los Angeles County.

Said sale will be made, but without covenant or warranty, express or implied, regarding title, possession, or encumbrances, to pay the **remaining** principal sum of the note secured by said Deed, to-wit: **$300.00,** with interest from **July 3, 1934,** as in said note provided, advances, if any, under the terms of said Deed; fees, charges and expenses of the Trustee and of the trusts created by said Deed.

The beneficiary under said Deed, by reason of a breach or default in the obligations secured thereby, heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and written notice of breach and of election to cause the undersigned to sell said property to satisfy said obligations, and thereafter, on **March 19, 1938,** the undersigned caused said notice of breach and of election to be recorded in Book **15629,** Page **256,** of said Official Records.

Date: **June 20, 1938.**

TITLE INSURANCE AND TRUST COMPANY
as said Trustee,
By **J. HERBERT JOHNSON,**
Assistant Secretary.
Publish: **June 23, 30-July 7th**

TO LIVE HAPPILY EVER AFTER..

SMART, NEW
WEDDING ENSEMBLES

$25.00

The Newest Thing- in wedding ensembles is the curved Wedding Ring that nestles snugly around the Engagement Ring. Eight beautiful Diamonds in all. **SET $75**

BAKER SMITH Jewelry
1321 SARTORI
Phone 87

7 BIG PUBLICATIONS

Each for One Year---a Total of 124 Issues

Here's What You Get

McCall's Magazine	12 Issues
Pictorial Review	12 Issues
Woman's World	12 Issues
Good Stories	12 Issues
The Country Home	12 Issues
The Farm Journal	12 Issues
Torrance Herald	52 Issues

ALL SEVEN FOR ONE YEAR $3.00

REGULAR VALUE $5.25 .. YOU SAVE $2.25

YOU WILL GET ALL SEVEN publications for ONE FULL YEAR, and if you are already a subscriber to ANY of these SEVEN publications, your present subscription will be extended one full year. Mail or bring the coupon below to our office AT ONCE, and you will receive THE SIX BIG MAGAZINES each month, and The TORRANCE HERALD each week—that's 72 magazines and 52 newspapers—124 issues in all for only $3.00. ORDER AT ONCE because we may soon have to withdraw this offer, or advance the price.

USE THIS COUPON AND SAVE $2.25

TORRANCE HERALD
TORRANCE, CALIFORNIA
Date.....

Yes, indeed, I want to accept your magazine offer before it is withdrawn. Enclosed is $3.00 in FULL PAYMENT for a ONE YEAR'S subscription, new or renewal, to the following seven publications:

TORRANCE HERALD	1 year	GOOD STORIES	1 year
McCALL'S MAGAZINE	1 year	COUNTRY HOME	1 year
PICTORIAL REVIEW	1 year	THE FARM JOURNAL	1 year
WOMAN'S WORLD	1 year		

My name is..... Address.....

Town ..... State.....

CLASSIFIED ADS

BUY IT HERE — SELL IT HERE

1 Announcements

FAMILY Style chicken or ham dinner 65c; 5 to 8 p. m. daily, all day Sunday and holidays. Cater to private parties or clubs; 15,000 buttermilk biscuits served since Jan. 1. Attebery's Ranch House, 4010 W. Sepulveda Blvd., Torrance. Ph. Redondo 6802.

~~Torrance Upholstering Co., 151½ Border Ave. Overstuffed furniture repaired and remodeled. Rugs cleaned and sized. Free estimate. Satisfaction guaranteed. Phone 225.~~

2 Professional Directory

C. C. Chaplin, teacher of trumpet or any brass instrument. 1019 Cota ave.

MANHATTAN SECRETARIAL SCHOOL
3216 Highland Ave., Manhattan Beach
Book-keeping, business English, shorthand, typing, spelling, comptometry. Day and night classes, individual instruction. Employers note: Efficient help is furnished from this school.
Res. phone, Redondo 2766; bus. 6451

3 Card of Thanks

We wish to express our sincere appreciation to friends and neighbors for courtesies shown us in our recent bereavement.
Mrs. Chas. J. Goldmeyer.
Mrs. Neil McConlogue.

5 Lost or Found

LOST: Truck wheel and tire. Reward for return to Ford garage, Torrance.

6 Business Directory

YOU can remove the old varnish and bring out all the hidden beauty of the wood with our dustless Hilco Sander. Torrance Paint Store, phone 884.

For WILLYS
• SALES • SERVICE
• PARTS
Call Harold W. Grundt
217 SOUTH PACIFIC
SAN PEDRO
SAN PEDRO 0770

FOR EVERY KIND OF INSURANCE, including Life Insurance in the A. O. U. W. with membership in Torrance Lodge No. 33. Call Wallace H. Gilbert, phone 420.

WE GUARANTEE TO REPAIR . . .
Radios, Vacuum Sweepers, Washing Machines, Electrical Appliances, Refrigerators . . . QUICKLY, EXPERTLY and at MODERATE COST!
See
N. A. COLLINS
or
STANLEY GILBERT
1318 Sartori - Phone 78
LARGE STOCK OF RADIOS—RANGES and ICE BOXES AT LOW PRICES

POULTRYMEN ATTENTION
Feed Reliable Leader Mash, all grain ration. One Feed for all ages. Nothing else to buy. Tested and approved by poultrymen everywhere. Sold on a money-back guarantee. Save time and money. Our distributor for Torrance is the Torrance Poultry & Feed Market, 1963 Carson, Phone 407. We deliver.

8 Transportation

LADY driving to Chicago or vicinity, wants lady or couple drive and share. 1106 El Prado. Phone 176.

Legal Advertisement

9 Business Opportunities

FOR LEASE: Completely equipped Service Station at 2053 Torrance Blvd. For further information call at 1243 West Anaheim, Long Beach, or phone 634-98.

10 Financial

STATE Mutual Building and Loan Association. Money to loan on homes. Long term, low rates. Fred Hansen, agent, 2063 Carson St., Phone 570.

11 For Rent: Houses, Furnished

FIVE-room house $30, water paid. See owner, 1411 Cedar ave.

FURNISHED 3-room bungalow. 1917 Cabrillo Ave.

13 For Rent: Apartments and Flats, Furnished

SINGLE apts., good furn., elec. refrig., central loc. Reas. rent. Call apt. 6, 1417 Marcelina.

SINGLE or double apts., utilities paid. 1643½ So. Western Ave., Moneta.

DOUBLE apts. $22.50 and $25.50, with or without Frigidaire; completely furnished. El Cajon Court, 2075 Torrance Blvd.

FURNISHED single apartment for rent. Margaret's Court, 218th and Halldale.

Birth announcements, wedding invitations, announcements, all kinds of social stationery are now available at the Torrance Herald at most reasonable trices.

15 For Rent: Rooms, Furnished

LOVELY room in new home, adj. bath; private ent., garage. 1320 219th st.

HOUSEKEEPING room in rear, for single gentleman, 1311 Arlington.

21 For Sale: Automobiles and Accessories

HAVE your automobile upholstering and tops installed by local man; expert workmanship; no overhead charge. Chas. F. Cox, 2155 240th st., Lomita, phone 506.

22 For Sale: Furniture and Household Goods

USED GAS RANGES FOR SALE: 2 good used gas ranges, etc. Real bargain if taken at once. Home Furn., 1328 Sartori.

ELEC. sewing machine, excellent condition. Real bargain for cash. Today. 1328 Sartori.

We Buy, Sell & Trade
USED FURNITURE
Rugs and All Kinds Furniture
El Prado
Used Furniture Store
C. N. EMMETT, Owner
1216 El Prado Ph. 1067

BIG trade in allowance. Trade in your old furniture, rugs, gas ranges. Trade in your old mattress, ice box. Big allowance all this week. Home Furniture Mart, 1328 Sartori, Torrance. (Next door Bank of America).

25 For Sale: Miscellaneous

CHICKEN house 18x40 ft., wooden floor, like new. Reasonable. Inquire 1004 Beech ave.

FRESH milk, 30c per gal. at dairy. 1808 Sepulveda blvd. 2 blks east of Arlington ave. Containers on deposit.

Phone 444 For Ad Service

CLASSIFIED ADVERTISING RATES...DATA

Rates Quoted on Per Issue Basis
(3-line minimum)

1 Time (per line)	12c
2 Times (per line)	10c
3 Times (per line)	9c
4 Times (per line)	8c
12 Times (per line)	6c

Multiple Time Rates effective ONLY if no change of copy ordered—otherwise open rate of 12c per line will be charged.

Ads may be cancelled after any insertion. Rate earned will be charged and money refunded for space not used.

Not responsible for more than ONE incorrect insertion of any ad ordered for more than one time.

25 For Sale: Miscellaneous

NEW crop honey, ninety cents a gallon. Five gallons $3.50. Bring container. Nice heifer 10-16 Jersey, seven months old $20. 2450 Chapman St., Lomita. South of state highway, off Pennsylvania.

27 Help Wanted: Female

MOTHER'S helper, by the week. Call 2375 Maricopa Place.

29 Employment Wanted

VAN'S WINDOW CLEANING
House Cleaning
Floor Waxing
Chimneys and Fireplaces Cleaned
2304 GRAMERCY - Phone 667

EXPERIENCED young woman wants housework or as mother's helper. 21926 So. Western.

33 Real Estate: Improved

ALONDRA VILLAGE
IT'S POSITIVELY A FACT! . . . THERE IS
No Catch!
Come Out Any Day and See For Yourself
No Money Down
(Monthly payments as low as $34 mo.)
New 4-5-6 Room Homes
PRICED FROM $2650 to $4250
Yes
STREETS — CURBS, SIDEWALKS — LIGHTS, GAS — TELEPHONE IN and PAID FOR
Drive due north on Crenshaw Blvd. to 156 St. Tract lies between Crenshaw & Western.
Alondra Village
Crenshaw at 156. Open Sat., Sun. & eves. or call Gardena 7482.

EXCEEDINGLY attractive new 2-bedroom house. Many new features. 2-car garage. Acacia and El Dorado. Open for inspection Sunday, 2 to 5, or by appointment.
Buxton
1960 Torrance Blvd. - Phone 172

MODERN 5-room frame house, double garage. Lot 60x200. $1900. $100 down, balance like rent. White Manufacturing Co., Gardena, phone 2131.

FOR SALE: Store fixtures and household goods. Worth $250. Will sacrifice for $85.

$650
Buys a 4-room house on Cedar. Street assessments all paid.

$3000
Buys nice 5-room stucco home on 216th St. Assessments all paid. $300 will handle this property. Recently reconditioned inside & out.

$1750
Buys good 4-room house on 218th St. Lot 50x180. Will take car as part payment.

$4000
Buys brand new 2-story stucco Duplex in Hermosa Beach. Newly furnished. Renting for $130 per month. Price only $4000. This is the biggest bargain in Hermosa. Party leaving city. Terms can be arranged.

Building LOTS
East Front Lot on Beech Street.....$550
50-ft. Lot on Madrid.....$300
We have others from $150 to $650. See us for Building Lots.

Torrance Investment Co.
1409 SARTORI Phone 176

34 Real Estate: Unimproved

HOLLYWOOD Riviera lot, clear, cost $2275, sell for $450. 1246 Locust, Long Beach, Calif.